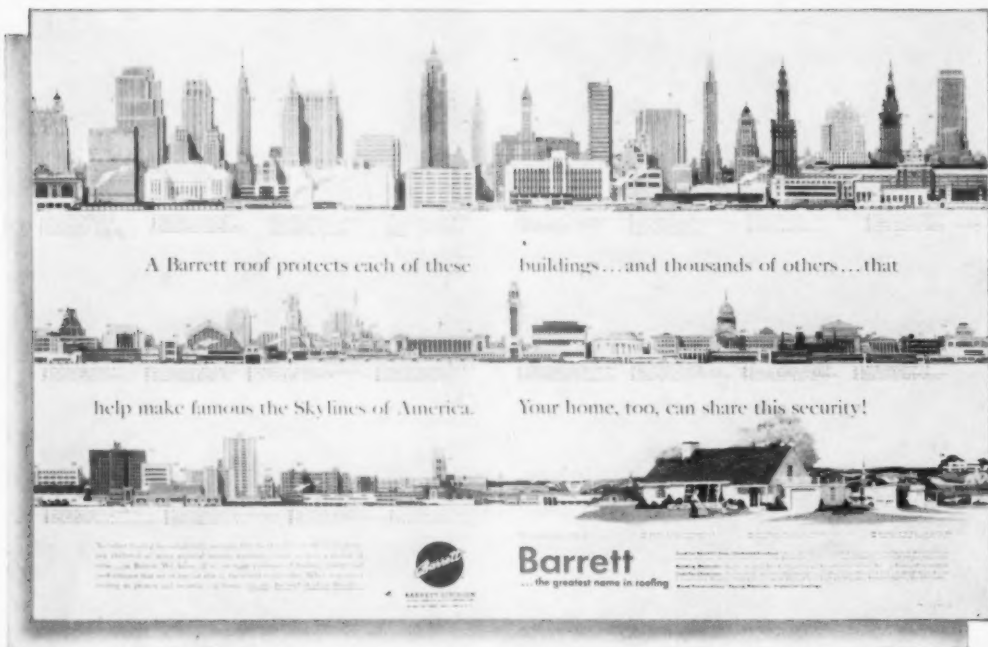


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December, 1952 \_\_\_\_\_

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# Nailing It Down

**A**LTHOUGH predictions generally are for a strong home modernization and repair market in the long pull of the years ahead, the immediate picture is one of increasing competition. Consequently there is a need for roofing and siding contractors to seek out the new and more lucrative markets which have not so far been tapped. Arthur A. Hood, editor of *The American Lumberman*, pointed out, as reported in Florida Builder:

"Everybody who owns a home that needs repair can put a dollar into the repairing or improvement of that home and get three dollars increase in the appraised value, because we have a three to one ratio."

Mr. Hood was speaking at a convention of the Florida Lumber & Millwork Association in Tampa. He then listed 12 markets. Note that at least the first eight are entirely applicable to roofing and siding contractors:

**Market No. 1.** The new home-building market. Your opportunity there is one home for each 40 families per year from here on out.

**Market No. 2.** The home repairing and remodeling market. They bring 2 per cent annually for repairs and 2 per cent for improvements and accessories, and 1 per cent annually for expansion. The potential volume here is nearly double that for new housing.

**Market No. 3.** The farm market. The average farm offers \$1,000 in potential annual sales per farm.

**Market No. 4.** The heavy construction market. Write your own ticket on that, but our school capacity is going to have to be doubled in the next 10 years, and that is just one segment of the heavy construction market.

**Market No. 5.** The market for industrial, commercial and institutional improvements. Figure that at 2 per cent of the value of those buildings.

**Market No. 6.** The non-constructional uses of building materials—

(Continued on Page 32)

# AMERICAN ROOFER

## and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

## Roofing, Siding & Building Specialties Manual

Vol. 42

DECEMBER, 1952

No. 12

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★ ★

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24" x 50"	3/4"
24" x 50"	1"
24" x 50"	1 1/2"
24" x 50"	2"

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# AMERICAN ROOFER & SIDING CONTRACTOR

DECEMBER

1952

## Higher standards essential contractor tells roofers

**T**HREE southern roofing and sheet metal contractors associations representing the states of North Carolina and South Carolina, Georgia and Florida met recently in a joint board meeting and conference for the purpose of discussing common problems of contractors and more effective association activity in the southeast.

The meeting was regarded as highly successful with practically the entire roster of board members of the three associations present. The associations which met included:

The Carolinas Roofing and Sheet Metal Contractors Association.

The Roofing and Sheet Metal Contractors Association of Florida.

The Roofing and Sheet Metal Contractors Association of Georgia.

Through the courtesy of RASMC-CAOGA (nickname for the Georgia group) *American Roofer & Siding Contractor* is enabled to present the closing speech made at this gathering by Steve Raymond, President of Giffen Industries, Coral Gables, on a subject of interest to all. Many thanks are due

to B. L. Noblitt, Secretary of the Georgia Association for sending a most complete report together with pictures, and Mr. Raymond's speech.

Names of board members who attended the meeting are printed at the conclusion of Mr. Raymond's remarks.

---

### ON OUR COVER

---

The corrugated metal roof shown on our cover photo is being covered with Flintkote Nu Static cold process liquid roofing by the two roofing mechanics who are applying the coating with Alemite Versatol Spray Roofing Equipment.

The roof is part of a 250 square job which was applied via pump through lines from drums placed on the street. Using the Alemite equipment the material was applied on a coverage basis of two gallons per square.

J. W. Brooks & Sons were the contractors on this job which was put on in the city of Chattanooga, Tennessee.

**O**NE prime objective would be to raise the standards in the roofing industry and we can by working together.

First, each firm must do its part, then work through our local, State and National Associations.

The Roofing industry has been sadly neglected, and in a general sense is in a serious state of affairs. As a whole, firms in the roofing business are looked down upon as being irresponsible and unreliable. One of the chief causes being the type of trade: A man is required only to have a tarpot, a few hammers, and a truck and he's in the roofing business. This, within itself, creates what we call "jackleggers" and "fly-by-nighters," with practically no overhead, paying no licenses or taxes, carrying no insurance whatsoever, but allowed to go around doing shoddy work, and issuing guarantees that are not worth the paper they are written on.

This is one of the things that hurts our industry and is constantly leaving

(Continued on Page 19)



# CONFERENCE OPENS NEW ERA FOR WEST



## FHA Official Predicts Profitable Future For Home Modernization and Repair

The greatest era in maintenance, repair and home improvements will be building up during the next few years to a climax along about 1960, according to Arthur J. Frentz, Director of FHA Title I, speaking at the recent NERSICA Western Conference. Mr. Frentz pointed out that there are thirty million homes more than twenty years old and that the repair industry has only scratched the market among these in the last few years.

Enthusiasm among contractors and exhibitors at this first Western Show was very high, according to C. N. Nichols, Managing Director, NERSICA. Although attendance could have been somewhat better, according to Mr. Nichols, a definite foundation has been laid on which to build bigger and better shows in the years to come. West Coast contractors are "heads-up", according to Mr. Nichols, and eager to participate in betterment work in the industry through association participation.

Photographs at the left show some of the activities at the Show.

Some 400 contractors attended from 11 Western states. The next Conference is now set for September 21, 22 and 23, 1953 again at the St. Francis Hotel, San Francisco. Here, building upon the fine start already made, new heights of progress will be achieved.

Mr. Frentz's comments were very optimistic. He stated:

"The nation's housing inventory is in excess of 45 million dwelling units, and increasing by over one million new units yearly. Over 20 million living units are in structures over 30 years old.\*\*



Seen at one of the conferences: On the dais from left to right: Ray Messersmith, Co-Chairman; Fred Mott, United Credits Corp.; James D. Mitchell, American Trust Co.; L. A. Randall, NERSICA President; Ernest Upshaw, NERSICA Director; Al Riskin, Conference Chairman; C. N. Nichols, NERSICA Managing Director; Arthur J. Frentz, Administrator FHA Title I; Louis L. Murphy, Bank of America; John W. Harms, Allied Building Credits; Don Thomas, NERSICA.

"I cite these figures to show the enormous size of the market open to you. May the decisions you make here at your first conference pave the way for

a sound and constructive development of one of the most fertile fields of private enterprise."

### Bad Ethics Must Be Eliminated

Citing specifically "per deal" selling and "model home" promotions, Mr. Frentz emphasized, however, that malpractices, even though engaged in by only a few, must be eliminated. "You will never have a sound and respected industry," he said, "unless you eradicate forever those evils encouraged by short-

sighted men."

After Mr. Frentz's talk, NERSICA Managing Director C. N. Nichols spoke on What Contractors and Lenders

(Continued on Page 22)

## Expanded Built-Up Roof Forum To Include Insulation Slated For NERSICA Show

**E**XPANSION of the Built-Up Roofing Forum to include Roof Insulation is one of the prime features of the forthcoming National Established Roofing, Siding & Insulating Contractors' Association Convention, which will be held again this year at the Hotel Statler, N. Y., on Monday, Tuesday and Wednesday, Feb. 16, 17 and 18, 1953.

Featured speaker and leader of the Built-Up Roofing and Insulation Forum will be Dr. C. E. Lund, Professor and Assistant Director, Engineering Experiment Station, University of Minnesota, Minneapolis, Minnesota. Dr. Lund has become well-known nationally for his research and experiments on various phases of built-up roofing and insulation.

On the first two days Dr. Lund will discuss "The Fundamentals of Roof

Performance". All day Wednesday will be devoted to the Contractor-Manufacturer Clinic on Roofing Operations.

### Monday and Tuesday Mornings:

An outline of the program is as follows:

1. Elements of air and water vapor
2. Insulation
3. Vapor permeability of roofing materials
4. Mechanics of vapor diffusion
5. Moisture migration within roof structures
6. Roof Decks
7. Construction of Built-Up Roofs
8. Roof Failures
9. Venting of Built-Up Roofs

### Contractor-Manufacturer Clinic: Wednesday All Day.

All of Wednesday will be devoted

(Continued on Page 33)

#### Photo at left:

1. Left to right: Fred Lagerquist, Ken Jacob, Les Cleasby, (standing) Ernie Larson, Bill Armstrong, and Howard Mansur.

2. Midget Louver: Edward R. O'Brien shakes hands with Don Thomas of NERSICA.

3. U. S. Gypsum, West Coast, staffers have a hearty laugh.

4. In this shot of A. Shelburne Company, John Shelburne, center, demonstrates equipment.

5. President Randall of NERSICA stands to right of man demonstrating RCS Tool Sales equipment.

6. Grems Manufacturing Co. and Kirby Industries booths play host to large group.

7. Atomastic: Left, Simon L. Perlmutter, right, Max Goodman.

8. Johns-Manville's handsome booth.

9. West Coast Branch managers demonstrate Aeroil Products.

10. Merry group at the Bondstone booth. Elliott Mesnick is the smiling gentleman second from the right.

## NEW ROADS IN BUILT-UP ROOFING: I

## Vapor barriers

By TYLER ROGERS  
Technical Director  
Owens-Corning Fiberglas Corp.

One of the highlights of the 1952 Built-up Roofing Forum conducted by NERSICA at its convention in New York was the extensive coverage of such problems as "vapor barriers" and "blisters" by leading experts associated with roofing materials companies. Through the courtesy of NERSICA, we are at long last enabled to present a finally edited and beautifully illustrated version of several of the most illuminating talks which were given at the forum, along with some of the impromptu questions and answers made after the various talks were concluded.

IN the course of this discussion, I will try not to use any technical terms, although I have an apparatus here which looks like a laboratory, and I may use some of your terms rather loosely. For example, when I am talking of coal tar pitch or asphalt or bitumens, it doesn't make any difference because I am only dealing with the entire range of bitumens. I am not going into felts.

Although I am associated with an insulation company, and I deal with insulation, I am dealing with it in general terms and all types and not any particular type or brand, so that you can feel free to consider this a basic story of the problem of vapor barriers as an aid to you roofers in doing a satisfactory job.

Last year, you may recall, in our talk, I asked you if you didn't think that the roofer was very frequently

blamed for roofs that seemed to leak that never leaked at all, that dripped on the inside, and I said that I thought many, many roofs had been patched and reroofed that didn't need it, simply because the owner or the architect had seen moisture come down on the inside and blamed the roofer, whereas I feel, and felt then, that very often the cause was failure to design properly; in other words, a vapor barrier was left out that should be in.

I am going to start in with the problem of the space inside the building because I feel that the moisture within the building is the cause of many of your difficulties in addition to the moisture that nature brings in on top of the roof in the form of rain or sleet or snow or ice.

Here I have a series of dishes with some water in them. The water has been heated to a temperature of about

140°. I have a control on the heater because I don't want boiling water. I simply want warm water.

Here is some foam glass which is completely impervious to moisture. No moisture can get through it. But it can get through the joints, so I taped two pieces together, and here they are. These two pieces are going on one of the dishes.

Here is cork, considered to be moisture-proof, or largely so, and I am going to put a piece of cork on another of these dishes. Here is a fiberboard. We will call it anybody's fiberboard. We will put that on a third of these dishes and cover it. Here is a piece of Fiberglas, familiar to me, and that goes on the fourth dish.

Over these dishes is a clean cover glass. I think you can see that it is dry, shiny. I am simply going to put one piece over each of these dishes underneath and let that warm water, which is no hotter than the roof will get—the roof will get 150° or 165° in the sunlight—remain there until the end of the discussion.

Now I have to tell you what is going to happen because we can't wait for this demonstration to be complete until later. I assure you that before this part

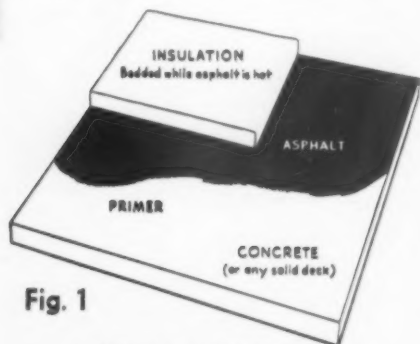


Fig. 1

MINIMUM VAPOR BARRIER  
Adequate if no cracks develop in slab

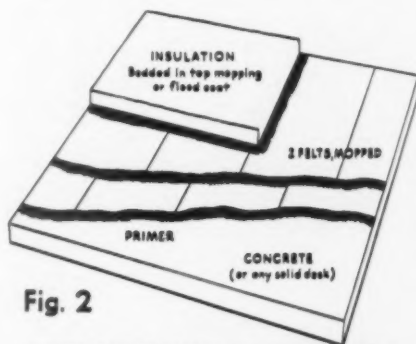
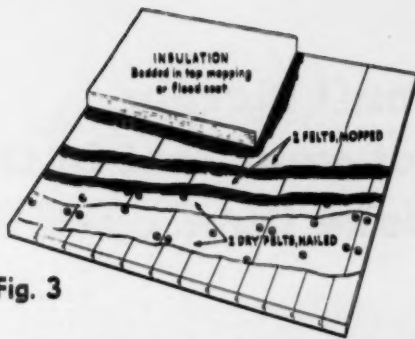


Fig. 2

STANDARD VAPOR BARRIER FOR ALL ROOF DECKS

**Mr. Rogers here discusses the latest information now scientifically available on the purpose and construction of vapor barriers.**



**Fig. 3**

**VAPOR BARRIER ON WOOD PLANK or other NAILEABLE PRE-FORMED DECK**

of the talk is over, moisture will be in each of these glasses on top. The only way it can get there is to come up through the insulation, or, in the case of foam glass, through the joint in the insulation. If that joint is ground and fitted in tightly, there will be no moisture in there. If it is slightly loose, or, as in the case of a job you might do, if it isn't set up tightly or filled with asphalt, moisture can come up through there.

That brings us from the inside of the building up to the deck itself. Yesterday we had a nice session on decks all of which are porous to vapor. Vapor can get up through any of the materials that are used in decks, and if the deck manufacturers' representatives or trade association representatives were here who were here yesterday and wish to challenge that statement, I will be glad to discuss it.

The decks that are not pervious to moisture, that moisture can't get through, are steel, but vapor will go through the joints. It will go through gypsum, it will go through wood, it will go through concrete. It takes time, of course, it isn't an instantaneous thing. But one of the great failures of design of engineers, architects, and everyone else, (because it is a new bit of information) is that they have tried to design to keep moisture off of the underside of the roof, but they forget that moisture can get up further toward the colder air outside, because, even though air does not go through the deck, moisture can.

And so we come up to the top of the deck, and that is where we can begin to stop this internal moisture from coming up and causing trouble on our buildings.

The problem is to keep the moisture from getting up through the deck and into the insulation that is used above,

or if there is no insulation, up to the underside of the felts, because moisture in that position can and does cause blisters.

The tests that I have started here are simply to prove the need for a vapor barrier on all types of decks.

#### **What Is A Safety Vapor Barrier?**

I then come to the question of what constitutes a satisfactory vapor barrier on the deck.

There has been research recently done at the University of Minnesota by Professor C. E. Lund, who has traveled all over the country and has seen a great many jobs. I am building this story on his work as my authority.

We have drawn, in Figure 1, what constitutes a minimum vapor barrier, according to his research, for use on a solid deck. A primer on the deck and a good flood coat of asphalt will in itself provide such high vapor resistance that moisture will not come up from the deck and go above into the insulation.

That is a wonderful bit of information because it doesn't necessarily take any felts to make a vapor barrier if you mop, as he says, so that every bit of surface is glossy, so that there aren't any dull spots or any missed spots. That is the trick. But it isn't satisfactory in case any crack develops, as we found out yesterday concerning the fine hairline cracks that develop in a gypsum roof, because cracks might break the asphalt vapor barrier. Consequently, nobody considers this construction a satisfactory job.

But what Professor Lund found was that every time he investigated a roof that had behaved perfectly but had no vapor barrier specified, the roofing contractor had done something of this kind just in order to get the insula-

tion salted down. In other words, he had asphalted the deck well enough so that he had formed a vapor barrier, even though the architect didn't specify it. That is how Professor Lund learned this construction would do a vapor sealing job by itself.

The diagram in Figure 2 is what he would call—and I think he is correct—a standard vapor barrier for all solid roof decks. It is two felts mopped on the primed deck. Those two felts, if they are thoroughly mopped, will constitute a vapor barrier.

Now may I emphasize again, even to the dismay perhaps of the felt people, that the felts themselves are not vapor-resistant, and are not the vapor barrier. It is the coating of hot stuff that stops the vapor. The felts give body to it, they give something to mop on, they prevent material from dripping through, but your job is to see that your men get a complete coating of hot stuff that is glossy before anything is laid on.

In actual practice, you prime and you mop your deck and your felts and then you mop again as you lay your insulation, so you really have three chances at building a good vapor barrier.

I am personally opposed to four and five felts for this purpose because the roofer who builds a vapor barrier of four or five felts is inclined to trust the felts and slop the hot stuff on, not getting good coverage on the ground that he has so many chances of covering dry spots in succeeding layers.

Vapor can actually move transversely in those felts from one spot to the other and so the felts don't help at all unless you do a good mopping job.

The diagram in Figure 3 shows a wood plank or nailable pre-formed deck. You have your dry felts nailed

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## Don't merely Get your foot in the door Make them open it wide!

PUT yourself for a moment in the position of the man or woman who's answering that bell you're ringing. To them you're only the latest in a long line of bell-ringers selling everything from milk deliveries to "carpet cleaning—right in your own home!"

They haven't made a scientific study of door-to-door salesmen, as you probably have of door-to-door selling, but they do apply certain rules of thumb which affect your chances of getting a foot in the door.

In most houses, it's possible to see who's at the door before opening it. If the home-owner doesn't like what he sees, you won't get much further. And yet, some roofing canvassers still load the dice against themselves by thinking they'll get by with a little stubble on the face. They neglect the visit to the barber that should have been made three weeks ago. They wear clothes more appropriate to a be-hop devotee or a bum on the Bowery.

Most people have learned to distrust sloppy or flashy looking salesmen. They're afraid of having something put over on them. It's your business to allay those first fears by looking as clean and conservative as possible. The more respectable you look, the more respectable they'll consider your company and the kind of work it does.

Assuming you pass inspection, most people will give you a brief hearing. How you talk and what you say will make a big difference. Be courteous and don't push too hard. A roofing business isn't a fly-by-night outfit that moves to another place when the suckers in one area are exhausted. You want to build a local reputation. You want to be able to call back without embarrassment if this just isn't a good time for them to buy.

Keep the phony gimmicks to a minimum. Most people have had some experience with "poll-takers" and opinion surveys and the wise guys who use them to get a foot in the door. They're not necessary when you have a needed home maintenance product to sell. And

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By R. L. WILLET  
Special to American Roofer  
& Siding Contractor

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don't make the speech sound as if someone else wrote it and you've been rehearsing all the way up the walk.

You're wise to start with a question—one that is put in terms of the customer's self-interest, like, "Have you thought about how much fuel you could save this winter with insulating siding?" or "How would you like your house to be the handsomest on the

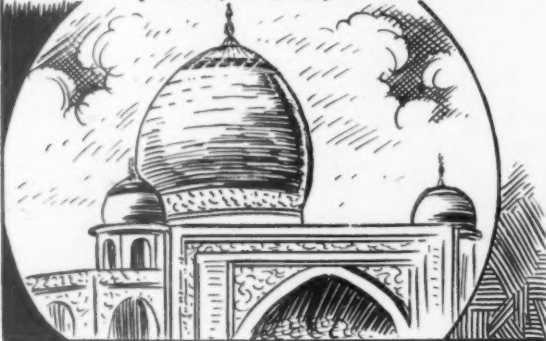
block?" or "How would you like to forget about maintenance for the outside of your house?" You'll be able to think of many more which involve the customer immediately, instead of letting him be an unwilling spectator to a show you're putting on.

Buying roofing or siding is rarely a matter of impulse. It sometimes takes persistence and persuasion all the way. Here you can take a cue from the Fuller Brush Man. Leave something with the busy person for which you can call back later. He leaves a catalog. If you have one, that's a good idea. You can leave samples, photos, estimates, pamphlets, etc. for leisurely contemplation with the person who says, "I'm too busy now." And make an appointment to come back another time to pick them up.

When you've gotten past the first moment of hostility or indifference with your question or appointment, it's easy to ask "May I come in?" Few people can refuse the direct question put politely. Your foot is in the door!

### Covering The World . . .

THE BULBOLUS DOME OF THE  
TAJ MAHAL OF INDIA IS  
58 FEET IN DIAMETER AND  
ITS LIPPERMOST TIP IS DECORATED  
WITH DIAMONDS, RUBIES  
AND GEMS VALUED AT MORE  
THAN \$25,000,000!



By Elmo



## "Sell the prospect what he really needs and the jobs will sell themselves."

"NEVER sell a customer a roofing or siding job, but sell him what he wants and what you think he should have to answer his needs." That in brief exemplifies the personalized service used by Val Sealander of Linden, N. J. who counts his satisfied customers by the hundreds in a comparatively small community. It also explains why he doesn't have to employ any outside salesmen, or engage in extensive canvassing on his own part with the exception of several auto tours around his district to see what new homes are under construction, or to spot potential leads.

In his sales approach, Mr. Sealander makes it a point to determine in advance what the customer's preferences are; never tries to plug a particular brand or type of product. "If they like a brand which they've heard



Mr. Val Sealander is shown here in his home which also acts as his office from which he directs his highly personalized services.

about in advance, probably through ads in the larger consumer magazines, why should I insist on pushing another kind, and so stand a chance of

entirely losing the order?" he asks.

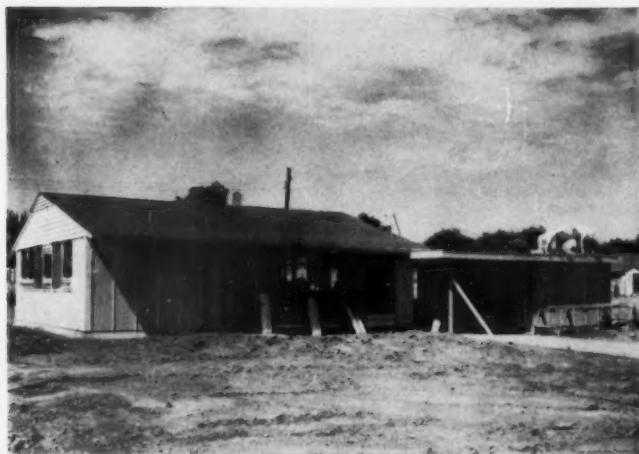
In making calls, Mr. Sealander always carries with him a full line of samples such as asbestos siding and wood shingles, together with manufacturers' literature on roofing, storm windows, gutters and leaders. These samples are carried in his car and brought out when the customer shows interest in them. He also realizes the importance of color in siding jobs, and here again shows a strong tendency to let the prospect decide on the color he likes before he dwells at length on details of the job to be done.

If the people he talks to are still undecided and uncertain on what they like, then he makes it a practice of inviting them into his car for a short trip to see some installations he has made nearby. In most cases the prospect is satisfied by merely looking at the outside of the house, but on several occasions they were pleased to talk to the occupant and get first-hand details of the work done.

"Our personal guarantee on workmanship, according to the type of job done, and ranging from 1 to 10 years, also is a persuasive sales convincer," points out Mr. Sealander. "When our customers realize that we will make good any defects in workmanship, that

(Continued on Page 29)

### Experimental Houses Demonstrates New Techniques in Roofing and Construction



In cooperation with HHFA, the University of Illinois is constructing the house above to show contractors how to take full advantage of time and material saving techniques in construction and repair. The information learned from these activities will soon be available to contractors everywhere.

# NEWS of the Month

## U. S. C of C. Appoints 34 Man Construction Committee

The Chamber of Commerce of the United States has announced appointment of a 34-man Construction and Civic Development Committee for 1952-53, headed by Norman P. Mason, treasurer of the Wm. P. Proctor Co., North Chelmsford, Mass.

The committee includes five Chamber directors and representatives of all segments of the building industry from every section of the country.

During the year, the committee will consider such subjects as major factors affecting construction markets (both privately and publicly financed), government control of materials, credit and rents, and the planning of private and public construction projects.

The committee also will concentrate on a program for more and better apprentice training in the building trades, more intensive research in the construction field, and modernized city planning, zoning, and building codes.

## Hollingshead Appoints Three in Research and Development Division

In line with the R. M. Hollingshead Corporation's current expansion and re-organization of its executive staff, A. E. Moore, V. M. Mantz and Dr. V. Esposito have been appointed to new positions in the firm's Research and Development Division.

According to an announcement from R. M. Hollingshead, Jr., Chairman of the Board at Hollingshead, A. E. Moore has been appointed Vice President and Director of Research and Development.

Moore will be in charge of all matters pertaining to the operation and direction of Hollingshead's laboratories.

V. M. Mantz has been appointed Director of Government and Industrial Research, reporting to Moore. He joined Hollingshead in August, 1931, as Superintendent of Lubricant Production. In 1941, he was named Assistant Director of Research, and in 1947, became Director of Research.

## J. T. Lyons App'ted Director Chicago Office, FHA

Commissioner Walter L. Greene, Federal Housing Administration, today announced the appointment of Joseph T. Lyons to the position of Director of the Chicago, Illi-



nois office of the Administration. Mr. Lyons has served as Acting Director of the Chicago office since the death of Edward J. Kelly in May, 1952.

## Morov, Fleck Appointed Sales Reps by Jones and Brown

Jones and Brown, Inc., has announced two new sales representative appointments. Galen Fleck, formerly with Goldberg Distributors, will operate out of the Albany,



Left, Mr. Galen Fleck, and right, Mr. Joe Morov, New Jones and Brown sales representatives.

New York, office. Joe Morov has been appointed territory sales representative for Alleghany County. Mr. Morov will cover dealers in and around the Pittsburgh area.

## John Lang Promoted To Ass't Gen. Sales Mgr. Ruberoid Co.

John Lang, formerly Eastern Division Manager, has been appointed to the newly created position of Assistant General Sales Manager, it has been announced by The Ruberoid Co.

Under the supervision of E. J. O'Leary, Vice President and General Sales Manager, Mr. Lang will aid in directing the sales

activities of all divisions and sales districts of the company. The Ruberoid Co. now serves approximately 12,000 dealers and distributors from 15 plants.

Prior to joining Ruberoid in 1939, he had been a salesman and sales executive in the building material business for 17 years. He was appointed Ruberoid's Eastern sales manager in 1945 following a number of years service as New England general manager for the company.

## Roofing Institute To Hold Scaffold Safety Forum

Safe, legal and efficient methods of erecting scaffolds will be demonstrated at a dinner meeting of the Roofing and Sheet Metal Crafts Institute of New York to be held on the 17th of December.

Roofing and sheet metal contractors in the metropolitan New York area are invited to attend. The demonstration is free, and the preliminary dinner is a dutch treat affair. The dinner starts at 6:00 and the scaffold demonstration starts at 8:00 P.M. The demonstration may be attended without going to the dinner.

Meeting place is the Hotel Alden, 225 Central Park West at 82nd St., N. Y. C.

## Reynolds Metals Announces New Distributor

Announcement was recently made by David P. Reynolds, Vice President Reynolds Metals Company, Louisville, Kentucky of the appointment of Barth Smelting Corporation 99-129 Chappel Street, Newark, New Jersey as distributor of aluminum pig and alloy ingot products.

This distributor will serve the foundry industry in the New York Metropolitan Area and will perform a valuable service to the trade by offering quick delivery from stock. Barth will stock all of the standard pig and alloy ingot products.

## Chase Appoints New Adv. and Sales Promotion Manager

Mr. R. N. Connors, General Sales Manager, Chase Bag Company, has announced the appointment of Edson E. Foster as Advertising and Sales Promotion Manager. Appointment became effective November 1st. Mr. Foster was with the Illinois Bell Telephone Co., the United States Navy, and the Kemper Insurance Co., prior to his appointment with the Chase Bag Company.

Show  
them  
the  
*Color*  
of FLINTKOTE  
KOOL-BLEND\*  
Shingles!



... and you'll see the *Color* of their money!

There's absolutely no doubt about it: the established trend in asphalt shingles is definitely toward light pastel colors for new construction as well as for modernization.

And *that* definitely means Flintkote KOOL-BLEND Asphalt Shingles. *Feature* KOOL-BLENDS ... and you'll find that this trend will bring many more customers and profits to *you!*

*See for yourself!* Flintkote Kool-Blend Asphalt Shingles ... in lovely SURF GREEN and MIST GRAY ... have incomparably soft, light colors. Colors that blend perfectly with their surroundings in the ever-shifting play of outdoor light and shadows.

These very beautiful new shingles were created by Flintkote this year ... and *you* know how much emphasis Flintkote has *always* put on style and color leadership.

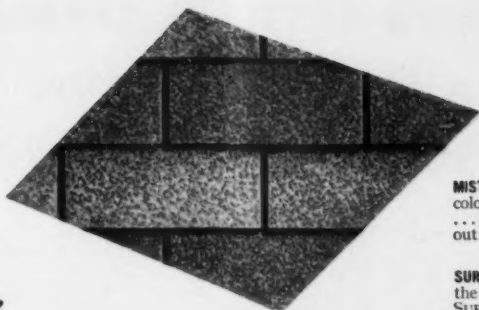
Since 1901, Flintkote has pioneered with color ... and now Flintkote's newest creation—KOOL-BLEND—offers you fresh, unlimited sales and profit opportunities.

Of course, these beautiful shingles have all the other Flintkote advantages, too. Selected felt. Stabilized asphalt coating. Top-quality Mineral Surfacing Granules. Rigid control in every step.

*Feature* Flintkote Kool-Blend Asphalt Shingles! They're just the thing to give your sales a big push in 1953!

THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

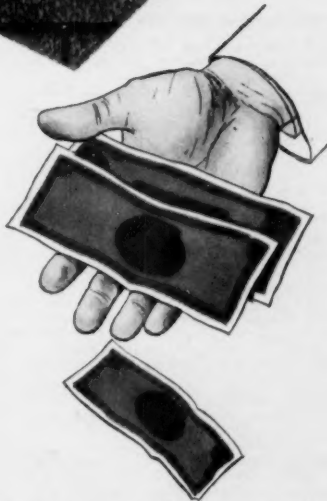
\*Reg. U. S. Pat. Off.



**MIST GRAY** ... here is a cool, c-o-o-l color that blends with *everything* ... and gives a dignity that stands out in the community.



**SURF GREEN** ... always pleasing to the eye, near or far. In addition to SURF GREEN and MIST GRAY, Flintkote, the color leader, offers DUSKTONE BLUE, a beautiful new shingle ... and SHADO-KOOL, made especially for the West.



**FLINTKOTE** ... *Style and Color Leader since 1901*

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## Higher Standards Essential

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a bad impression in the public's mind. This very unfair competition is also forcing some of the otherwise good and reliable firms to sometimes use unscrupulous tactics, such as short-changing of materials and skimping on workmanship in order to survive in business. It is also constantly hindering reliable firms in trying to raise the standards of the industry, as, like all businesses, they must make a profit or go out of business.

Among the things I feel can be done to eliminate such unfair competition and raise the standards of our industry would be ordinances adopted through the building departments of the various municipalities. Such ordinances though, must have teeth in order to accomplish their purposes, so that violators would be prosecuted and fined. Some of the important provisions to be desired in such ordinances are as follows:

1. A uniform Code covering quantities and types of minimum materials for various roofs, with uniform and

standard methods of application.

2. The building department to re-



Presidents of various associations at the Georgia meeting gathered in convivial harmony: Left to right, Howard Carpenter, Florida; W. M. Jones, Sr., Georgia; Joe H. Piper, South Carolina.

quire the roofing firm to take out permits for work on all types of new construction as well as reroofing. With permits issued only to licensed roofing

contractors, who hold occupational licenses and are in good standing in that municipality.

3. To become a licensed roofing contractor, one should be required to take a rigid examination in the application of all types of roofing, as well as proper materials to be used; reading blue prints and estimating costs; answering various administrative questions on Social Security Taxes, Sales Taxes, Insurance, and so forth, also as to how and to whom such items are to be paid, and by all means be required to show financial responsibility, and that proper and adequate insurance coverage is carried, all these before issuance of a license.

4. It should be required that the building inspector be notified by the roofing contractor when taking out the permit, as to when the job will be commenced so that the building inspector can inspect the materials, and the application at various stages.

Such ordinances could create uniformity throughout the roofing industry and could be worked out by our State Associations and passed on to

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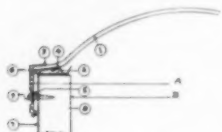
# WHAT'S NEW?

Equipment—Booklets—Practice—Materials

## Glass Plastic Skylights

A type of glass plastic skylight made of "plexi-glas" and called Vanco Domelites is available to contractors for use in sky lighting.

It is guaranteed to be weather tight with no gaskets required in the construction, according to the manufacturer.



Other qualities claimed for the new type skylight are as follows:

Continuous condensation drainage to the roof; special provisions for extreme expansion and contraction insure weather-tightness; Vanco construction eliminates all holes in "plexiglas"; outer metal apron provides fire protection; six times as strong as double thick window glass; outside curb dimensions, only dimension required for Vanco Domelites. Method of fastening makes knowledge of thickness of curb unnecessary.

## Carbide Tipped Saw Blade for Roofers

A carbide tipped blade capable of retaining a sharp point for score cutting is now being produced for use by roofers, by the Carbide Saw & Tool Co.

Used in combination with the Stanley #1992 cutting blade, insulating siding is cut almost as clean as the cut produced by mechanical appliances.

For scoring flat asbestos cement products, the carbide tipped blade is used alone in the Stanley #199 tool.

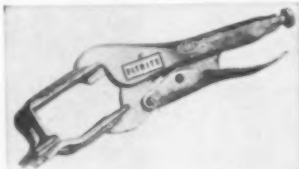
On jobs where special mechanical devices are not available, or where the size of the job does not justify the use of larger equipment, the carbide tipped cutting blade provides an adequate and handy substitute.

## New Built-up Roof Book

"Built up roof specifications", a 46 page book, has just been released by U. S. Gypsum Company. It contains their latest recommendations for the application of all types of their built up roofing materials. The new catalogue is listed as A. I. A.—12-B-1 in architectural listings.

## Three-Way Clamps

The "Fitrite" three-way clamp now being marketed by David Levow is announced to be three tools in one. Primarily made for the use of holding together two sections of pipe where the box lock system is used, it can also be used as a sheet metal clamp or as a regular welding clamp.



Designed by practical sheet metal men, the new three-way clamp has been used successfully, says David Levow, by some of the largest ventilation shops. It is claimed to be a practical finished locking economical tool that can be used to hold any other similar materials on two levels. The patented lock clamp incorporated in this tool makes it a portable vise, clamp and tool press.

## Newly-Marketed Roofing Materials

Globe Roofing Products Co., has announced the marketing of three new products, Woodite and Kolorgran Mineral Surfaced roll roofings and Sheetwood a Mineral Surfaced roll siding.

Woodite is a wood shingle design roofing with three strips to the roll. Kolorgran is a 36" roll roofing, and Sheetwood is Globe's 12" shake design roll siding. These products mark the first time that roll roofings have been marketed with Globe's exclusive popular Vertigrain texture. They are being made available in the new light or pastel colors as well as in standard colors.

## Built Up Roofing Manual

E. F. Dittmar, Sales Manager, Built-Up Roofing Department, The Philip Carey Mfg. Company has announced the completion of a new Built-Up Roofing Specifications Manual.

The Carey Manual is stated to be the most complete ever produced for architects, engineers, contractors or applicators. It is a compilation of valuable roofing data.

Included in the 80 page Manual is complete information necessary for the specification or erection of bonded built-up roofs. New and changed specifications can be added to keep the Manual up-to-date.

## Roofing, Siding Catalog

A 32-page, four-color Asphalt Roofing and Siding Catalog has just been issued by Certain-teed Products Corporation. The new book covers Certain-teed's complete line of asphalt roofing and siding products, and is illustrated with 90 full color pictures which faithfully reproduce Certain-teed's distinctive color blends, pastel blends, two-tone colors and solid colors. In addition, the catalog has a flow chart showing how Certain-teed Asphalt Shingles and Siding are manufactured and a description of Certain-teed's exclusive "Millerizing" process for super saturating the base felt with asphalt.

## New Colored Siding Booklet

A new multi-colored siding booklet has just been issued by the Flintkote Company to show how application of insulated siding can make a new home out of an old one.

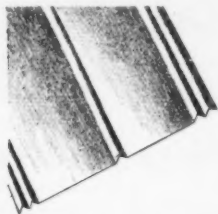


The piece of literature tells exactly how insulated siding gives the home owner weather proof protection and insulation. The cover

of the brochure showing the difference between a home before and after siding was applied is shown in the accompanying illustration.

### Translucent Plastic Roofing and Siding

Structural sheets of translucent Fiberglass-reinforced resin plastic to match the standard 5-V crimp metal roofing and siding sheets is now on the market for the first time, according to an announcement by the Resolute Corporation.



As with the rest of the full line of Resolute structural panels, the new 5-V crimp sheets are applied in the same manner as their metal counterparts with which they are made to nest. Fastenings are made by nail, screw, or bolt. The new type sheets are especially useful for daylighting such buildings as sheds, warehouses, and farm buildings which often are not wired for electric lighting. The use of translucent structural panels in the roofs of factory buildings, according to the manufacturer, reduces eye strain and increases personnel efficiency, and eliminates daytime electric lighting costs.

### Metal Buildings Insulation Booklet

Metal buildings need not be hot as ovens in summer and cold as the outside weather in winter, according to Owens-Corning Fiberglas Corporation engineers.

In a new booklet, "Insulations for Metal Buildings," now available without charge, Fiberglas engineers offer a complete line of insulations for every metal building need.

### Glass Cutters

A new line of glass cutters, featuring a self-contained display unit, has been announced by the Hyde Manufacturing Company.

According to the company, the new Hyde Glass Cutters have three outstanding features—grip, balance and sharpness. Based on a careful survey among professional glass cutters, the handle has been scientifically shaped, with a wide, flat surface for the index finger, to provide a firm comfortable grip. The handle is also weighted and balanced so that there is no wobble from side to side. In addition, the handle has a "non-slip" finish to provide even greater ease of operation.



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Your state may be one of those still open on an exclusive basis. You can license dealers and manufacturers. Or you can manufacture yourself and set up dealers. Or both, if you prefer. Only a reasonable amount of capital required. You don't have to be in the block business. Factory supplies everything needed (except the few minor items you can readily get locally). Write for details on this money-making opportunity.

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## Books

**Building Insulation.** by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 85 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$4.95.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

**Sheet Metal Work.** by William Nuebecker. 360 Pages, 430 illustrations, \$3.25. A generously illustrated manual of practical self-instruction in pattern drafting and construction work. It includes chapters on tools, methods of obtaining patterns, workshop problems, problems for light gauge metal, copper-smith's problems, problems for heavy metal, skylights, roofing, cornice work and patterns for forced-air fittings.

**Asphalt and Allied Substances.** by Herbert Abraham. 1,515 Pages, \$25.00 for New Edition. A key to virtually all available knowledge on asphalt, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

**Skylight and Room Tables.** by H. Collier Smith. 134 Pages, \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

**How to Estimate for the Building Trades.** by Townsend-Dalzell-McKinney. \$5.50. 633 pages. 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

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Louis L. Murphy, Vice President, Bank of America, speaks at the Western Conference, as Arthur J. Frentz, left, FHA, Title 1 Administrator and John W. Harms, right, Vice President, Allied Building Credits, Los Angeles, look on.

## FHA Official Predicts Profits

(Continued from Page 11)

Expect of Each Other," as a preface to the Forum that followed, for which he was moderator.

The first meeting on Monday afternoon was opened by Al Riskin who served as Conference Chairman, assisted by Ernest M. Upshaw and Ray Messersmith as Co-Chairmen. He introduced NERSICA President, L. A. Randall of Lansdowne, Pa.

The Forum panel, headed by Mr. Frentz, included John W. Harms, Vice President, Allied Building Credits, Los Angeles; and from San Francisco, James D. Mitchell, Vice Pres., American Trust Co.; Fred C. Mott, Res. Mgr., United Credits Corp., and Louis L. Murphy, Vice Pres., Bank of America.

### "Building Specialties Forum"

The Tuesday afternoon "Building Specialties Forum" was led by three speakers. These were Jack Orchard, Pres. of Orchard Bros., Rutherford, N. J. and of the National Metal Awning Association, speaking on "Awnings"; Ned Krasney, Asst. Sales Mgr., Alumatic Corp. of America on "Combination Storm Doors and Windows," and Frank Dempsey of S. M. Ludman Corporation, on "Jalousies."

### "Par Deal" Forum

The final session on Wednesday afternoon devoted to "Par Deals vs. Better Business Ethics" again provided for continuing discussion of means of improving the ethical standards of the industry.

All salesmen of contractors in the

area were invited. They heard how they can help their employers correct reprehensible conditions that bring condemnation and discredit on the industry.

Managing Director C. N. Nichols, again the moderator, gave a brief summary of NERSICA's attitude in which, "pulling no punches," he bitterly condemned "par deals" and related forms of selling, stating in part: "We can collectively and through education to the industry and the public lick this problem of better ethics.\*\* This Conference should indicate its importance to all in the West."

On the panel for the open discussion of the subject were Muriel Tevetkoff, General Manager, San Francisco Better Business Bureau; J. F. Pendergast, Executive Assistant for the San Francisco Office of FHA; N. J. Morrissey, Registrar of Contractors' State License Board of California; and E. W. Ford, Assistant Registrar.

### Notables Present

A number of NERSICA Directors were present. These included Past President Joseph E. Somerset, Boston; Director A. J. McRae, Long Island, N. Y.; Director Arthur G. Eller, Louisville, Ky.; James Tice, Baltimore; Director Jack Tatt, Cleveland; Archie S. Adams, Ft. Wayne, Ind.

CONVENTION ISSUE,  
JANUARY!  
WATCH FOR IT

## Reynolds States Prod. of Aluminum Will Be 10 Times That of Start of World War II

When plants now under construction are completed, the nation's capacity for the production of aluminum will be nearly ten times that available at the start of World War II, David P. Reynolds, vice-president in charge of sales for Reynolds Metals Company, asserted at Pebble Beach, Cal. at a meeting of the National Association of Aluminum Distributors.

Mr. Reynolds pointed out that aluminum is the only major metal which is no higher in price today than it was before World War II, despite the tremendous increase in labor, transportation, and material costs during the past 12 years. Since the beginning of World War II, Mr. Reynolds said, consumption of aluminum has passed one major metal after another, until now it is second only to steel in actual volume used each year.

### Increase In Capacity

"The huge increase in productive capacity now taking place is due," Mr. Reynolds said, "to the immense demand of our dual economy of military armament and civilian needs. In World War II about 70 percent of the aluminum required for defense was used to produce aircraft alone.

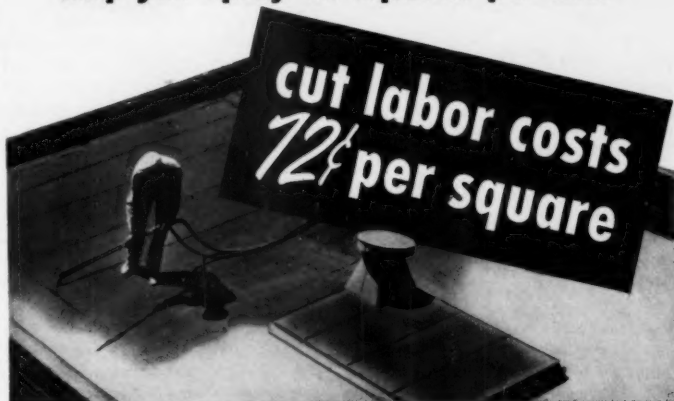
"Since then, the designers of military weapons have written aluminum into many other specifications. Military designs are taking full advantage of aluminum's lightness, resistance to corrosion and its many other wonderful properties. The result is that at present, aircraft accounts for less than 50 percent of the military aluminum consumption."

Mr. Reynolds said that in recent years, more than 4,000 new peacetime uses for aluminum have been perfected, and that aluminum is rapidly replacing many other materials which are scarce in supply and higher in price.

In 1950, aluminum distributors sold 13 percent of the industry's output. Steel distributors sell 20 percent of that industry's production. Mr. Reynolds predicted that the aluminum distributors will surpass the percentage sold by distributors for the steel industry.

## *NOW!* Alemite Versatal Pumps

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With Alemite Versatal Equipment, the roofer uses a light 5 foot spray head and light flexible hose. This eliminates carrying of materials by hand—insures a better, more profitable roofing job.

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With Barrel-to-Roof Versatal Equipment you can pump from the original container direct to the point of application using as much as 300 feet of hose. This is the modern, more profitable way to apply roofing.

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CLASSIFIED AD  
SEE PAGE 34

## Higher Standards Essential

(Continued from Page 19)

local Associations to be adopted in each locality.

The South Florida Roofing and Sheet Metal Contractors' Association has been fortunate in getting types of such ordinances adopted by 20 of the different municipalities in Dade County, Florida, but all could stand various improvements.

Other important steps we should take collectively to raise our standards are as follows:

### Steps To Take

1. For local associations to condemn local newspapers that carry large ads published by shysters of cold, prepared roof coatings and such, with promises of long term guarantees.

2. We should take it upon ourselves to train better men in the industry—particularly in the training of foremen and lead men, and teach them to have responsibility in order that they can

and will look after equipment, tools, and so forth, thereby cutting down on waste of time, property, property damage, bodily injuries and auto accidents. We must get rid of the bums and the wine-heads that some are using in application crews.

3. Many of our roofers are underpaid. We should work to maintain a roofer's pay comparable with other crafts of equal skill, this will greatly help the overall picture.

4. We should definitely pay more attention to the appearance of our trucks, kettles, and equipment by keeping them clean and in good condition. We should also require our crews to be more neat in appearance. I think all will agree that appearance is very important, nothing can be more harmful to the reflection of our business than the appearance of the average roofing crew as they pull up in front of a customer's home or store with not only the truck, kettle, and equipment un-

sightly, dilapidated, and dirty, but all the men as well, and I think you will agree that the customer will feel that his job will be just as happy as the equipment and men appear to be.

5. Management should hold more meetings with the men, keeping them posted as to profit, as most employees generally believe that management is making money hand over fist. In these meetings we should also put on rigid safety programs in order to hold down accident rates, as our insurance, whether compensation, property damage, or automotive, is based on individual firm experience. These meetings will create a much better relationship between management and employees.

6. We must insist on high quality workmanship and instill in the applicators a desire to be proud of the work they perform.

7. We should definitely be more particular in employing men, and be satisfied, after employment interview, that the man is capable of doing the job and is physically fitted for the job. Much of the above can be corrected if management will take a little more interest in selecting right men for the

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and other modern, up-to-date equipment and methods "sold" me on the contractor who roofed my plant . . . I'm no expert, but I'd say I got an excellent job in record time.



Temple City, Calif. - Bridgeport, Ohio





job, and not just hire anyone that happens to come along.

The roofing trade, in my opinion, is a good trade, for regardless of where a man may be, even though new construction is lagging, there is always re-roofing to be done, but the industry can be improved greatly, and by all means should be improved.

### Participating Associations

The Associations participating in the forum were:

Carolinas Roofing and Sheet Metal Contractors Association, of which Joe H. Piper, Greenville, S. C., is president; Rudy Barnes, Charlotte, N. C., vice president; W. T. Fort, Sumter, S. C., vice president; and Julian McKeithan, Wilmington, N. C., secretary.

The Roofing and Sheet Metal Contractors Association of Florida, of which Howard Carpenter, West Palm Beach, Fla., is president; Vernon Blank, Daytona Beach, Fla., 1st vice president; A. C. Ferguson, Jacksonville, Fla., 2nd vice president; Steve Raymond, Coral Gables, Fla., 3rd vice president; and P. D. Arnold, Clearwater, Fla., secretary and treasurer.

The Roofing and Sheet Metal Contractors Association of Georgia, of which W. M. Jones, Sr., Augusta, Ga., is president; G. C. Pacetti, Savannah, Ga., vice president; K. F. Dunlap Jr., Macon, Ga., past president; and B. L. Noblitt, Augusta, Ga., secretary and treasurer.

### Maintenance Loans Hit Record High For Half of 1952

Home maintenance and repair loans insured by the Federal Housing Administration under its Title I program leaped to a record high of \$450,390,159 for the first six months of 1952. This compares to \$304,947,339 for a similar period in 1951, the previous record year.

The volume of Title I loans is taken as an indication of the total amount of money spent annually for home modernization. This is estimated at \$3,000,000,000 for last year.

The FHA insures loans for both materials and labor. For example, money can be borrowed to buy asphalt shingles for reroofing and to pay for application. Labor costs are kept at a minimum because asphalt shingles can be applied over most old roofing.

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#### TRADITIONAL SHINGLES

...faithfully duplicate the mellow beauty of seasoned wood...at lower cost.

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...have attractive hexagonal shape that takes less labor and material to apply.

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...combine wood-textured beauty with charming Dutch Lap Design. The side and headlap method of application gives full weather protection with economy of labor and material.

#### STRAIGHT EDGE SIDING

...Styled to the long, low lines of the modern ranch type residence...wood textures.

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...wavy-edge shadows add depth and pleasing appearance. Attractive wood-grain texture.

#### COLOR-TEX SIDING

...with the really natural look that simulates the charm of expensive wood shakes...expresses the modern trend to color and texture.

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## Ruberoid Acquires American Asphalt Assets; Executives Stay On

The Ruberoid Company has acquired the assets, good-will and going business of the American Asphalt Roof Corporation of Kansas City.

American Asphalt Roof Corporation has been established for 32 years and its history has been one of continuous growth and progress. The firm was

estimated to be valued at about \$4,500,000. Its products include asphalt shingles and siding, built-up roofing materials, building papers and protective coatings and cements.

American's president, F. J. McGinley, and vice-president, John J. Flood, Sr., have become directors and

vice-presidents of The Ruberoid Company, and continue in charge of Old American Roofing Mills Division of The Ruberoid Co., with headquarters at Kansas City, Missouri.

Operation of American's plants at Kansas City, East St. Louis, Ill., and Salt Lake City, Utah continue as Old American Divisions of The Ruberoid Co. The "Old American" brand name of products manufactured by these mills is retained. An asphalt roofing products plant located at Fort Worth, Texas has been sold.

Already in October forty members of the Old American division were made members of the Ruberoid Twenty-Fivers, consisting of individuals who have worked for the company for twenty-five or more years. A dinner honoring the group was held at each Old American plant on October 20th, the 66th anniversary of The Ruberoid Co.



FRANK J. MCGINLEY



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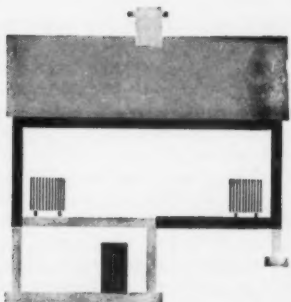
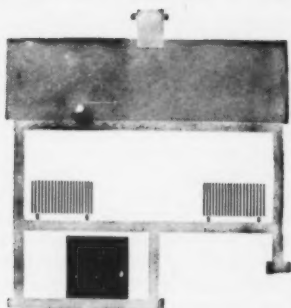


## Forums and Discussions Slated For NRCA Show

Open forums covering all phases of roofing, panel discussions, special subjects and a special ladies program will be features of the 66th Annual Roofers Convention of the National Roofing Contractors Association to be held at the Bellevue-Stratford Hotel in Philadelphia, January 26th, 27th and 28th, 1953.

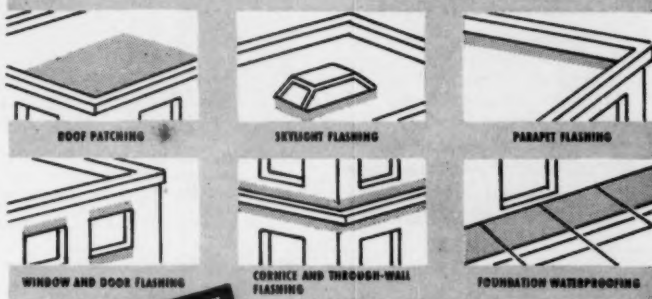
Clarence J. Esbenshade, Chairman, Convention Committee, has predicted an attendance of approximately 2,000 roofing contractors, based on last year's attendance. This is the first time that NRCA has scheduled its Convention for an eastern city.

## Well Insulated House Needs Smaller Furnace



The sketches above illustrate how a well-insulated house will cut the need for heating plant and radiation equipment very considerably, not to speak of the reduction in fuel bills. This is the kind of thing the contractors can use in emphasizing the value of mineral wool insulation to the home owner.

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EASY TO HANDLE!  
NO WASTE!**

Each roll is individually packaged in cartons. Stays in perfect shape until used!

**EASIER TO APPLY...**

Unrolls in all temperatures, to apply easily in all weather!

**STURDIER!**...

Strong cotton fibers, heavily impregnated with asphalt, isn't brittle, won't tear out of shape, lasts years longer!

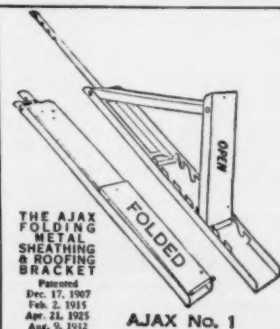
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## season's greetings



**CALBAR PAINT and VARNISH CO.**  
philadelphia

## Building Products Developed and Exhibited At Certain-teed's New Laboratory Building



Here is one of the laboratories at the new engineering, research and development center recently completed by Certain-teed Products Corporation. Inset at lower right shows laboratory technician analyzing a sample of gypsum plaster in a special testing room. The new center, to which Certain-teed has moved its experimental and development work from Chicago, is at Paoli, Pa.

The Certain-teed Products Corporation, Ardmore, Pa., one of the nation's leading manufacturers of building materials, has completed a new engineering and research center at nearby Paoli, Pa.

The structure, in which all product development and testing and plant engineering will be centered, is also a large-scale showplace—a practical exhibition of the company's building products.

Certain-teed has incorporated in the new building its own standard construction products such as gypsum slab, steel reinforced roof deck, gypsum wallboard and acoustical tile. A Certain-teed built-up roof tops the building. The roof deck insulation is Certain-teed asphalt impregnated insulation board.

Inside the structure, constant research in the development of new products and quality control work on its many lines of materials will be carried on in the engineering department and the chemical analysis department. Here also the roofing and gypsum divisions of the company will each maintain its own research and testing sections in addition to research and

testing done at the company's plants throughout the country.

"In bringing our laboratory here from Chicago (where it had been located for the past ten years), we brought our technical facilities closer to the executive office to ensure better coordination between the engineering and chemistry departments on the one hand and the sales and administrative groups on the other," said Rawson G. Lizars, Certain-teed's president. "A new location and layout should contribute to the expansion of the already rapidly growing industrial departments—link research and testing, production, and sales into a closely knit team," he added.

The company's plants were consolidated into the final designing formalized by John C. Van Balen, architectural engineer for Certain-teed, and Lewis C. Bowers & Sons, Inc., Princeton, N. J., architects and builders, who carried out the project.

The result is a cantilever steel frame type one-story building—208 feet long and 141 feet wide with approximately 29,000 square feet of floor space.

The new building, which is long and low and blends into the wooded coun-



try surrounding it, is situated on a 3-acre tract in Willistown Township on the edge of Paoli. It is on the north side of the Lincoln Highway, four-fifths of a mile west of the Paoli station on the main line of the Pennsylvania Railroad.

## Sell Him What He Needs

(Continued from Page 15)

counts a long way in clinching an order, believe me."

Since Linden is in the midst of a booming industrial area with not enough housing to keep up with the demand, there is a strong trend toward modernization thereabouts, particularly in homes from 15 to 20 years old. Sealander has made a strong play for this business, contacting not only property owners but realtors who manage properties, giving estimates on repairs and reroofing.

But most of this business is developed on a personal contact. "The fact of that matter is that we've only had to solicit two jobs through canvassing in the entire 9 years we've been in business," he says. "Most of it is obtained by having folks call us up or dropping us a letter to come over and give them an estimate, or talk it over in detail."

## Personal Contact File

Periodically Mr. Sealander inspects his files and contacts customers who should be thinking of new or repair jobs. This is done mainly by letter for reminder purposes. These letters are all personal and are tied in with some recent happening or association which will serve to bring the recipient that much closer to the roofer. They are short and to the point and have for their main objective keeping the sender's availability fresh in the recipient's mind. Enclosed are some manufacturer's literature, particularly that of a new product on the market, and a return prepaid postcard.

"I keep sending them out at irregular intervals," says Mr. Sealander, "in the likelihood that one of them will strike home when a man is thinking of some work that can be done; or they may not have had the finances when I last saw them but are in a position to give an order when one of my letters arrives."

To keep track of this correspondence, he maintains a 3x5 card file

# MATT Equipment

...TAKES THE HARD WORK OUT OF ROOFING AND ENABLES YOU TO COME OUT WITH A PROFIT!

**KETTLES: EQUIPPED WITH FAMOUS MATT COIL-LESS BURNERS — ELIMINATE**

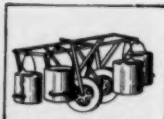
**95% CARBON TROUBLE**



Complete with Burners and Fenders

You don't juggle dollars with MATT Equipment—it earns right away. Get the finest Felt Layer built . . . together with the most efficient Carrier—Pump—Buggy and Kettle. Order Today.

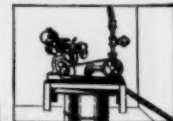
**KETTLE PRICES:**  
90 Gal. Now \$375.00  
120 Gal. Now \$425.00  
165 Gal. Now \$545.00  
230 Gal. Now \$645.00



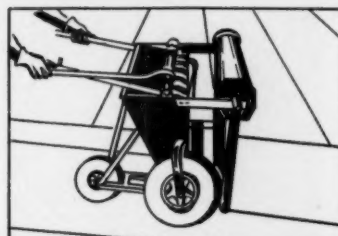
"HOT STUFF" CARRIER



"HOT STUFF" BUGGY



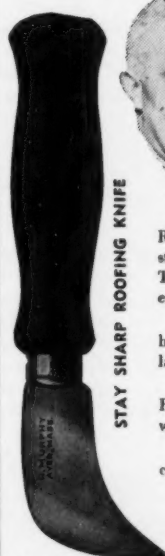
"HOT STUFF" PUMPS



FELT LAYER

**MATT COIL-LESS BURNER CO.**

4015 West Lake Street, Chicago 24, Ill.



STAY SHARP ROOFING KNIFE



**MADE TO DO A SUPERIOR JOB: R. MURPHY stay sharp ROOFING KNIVES**

**No Play — No Wobbling**

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the *steadiest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for **FREE** catalog showing the complete line.

Tested Quality for over 100 Years

**R. MURPHY'S SONS COMPANY**

AYER, MASSACHUSETTS

**R. MURPHY Knives**



## ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable  
Prices

Immediate  
Shipment

WRITE TO

**JOHNSON PRODUCTS Co.**

MEMPHIS, TENN.

Manufacturers of Nationally  
Known JOHNSON Brooms & Maps

## ATTENTION MANUFACTURERS

Philadelphia Wholesale roofing distributor wants to add new lines or related products. Well established warehouse with 3 salesmen covering all the roofing, siding, insulation contractors, all lumber, building material and larger hardware dealers in Phila., Bucks, Montgomery, Delaware and Chester Counties in the fast growing Delaware Valley development area.

We will give careful consideration to any new materials or to products for which distribution in this territory is desired where it does not now exist. Please describe the materials, sales potential, and profit margin in the first letter. All correspondence will be considered confidential.

Address:

**Wholesale Roofing Supply**

Box #5768

Phila. 20, Pa.

which gives a brief case history of the account. Strong prospects are graded "hot" and these are given the most attention. They may get a reminder letter about once or twice a month.

A mental record is kept of these cards and when it is found that a prospect has had the work done by somebody else, then the card is removed. Since Mr. Sealander drives around a lot to observe work in progress, he notes those houses of prospects which have been worked on by competitors and when he returns to the office, removes the card.

### Letters Work Well

"These letters have proven our best type of promotion," he declares. "They're better than a lot of personal calls at the house or over the phone. Furthermore, in these days of intensified door-to-door selling, most people are unresponsive to the ideas of high-pressure salesmen who want to get one foot in the door and then start talking. This button-hole approach is becoming distasteful, and more likely to antagonize a home-owner instead of breaking down his sales resistance. I try to avoid it wherever possible."

Strong interest in local and civic affairs also helps considerably in building up volume, especially in the smaller communities such as Linden. Mr. Sealander believes in being a "joiner" and is an active member of the Linden Parent-Teacher Association, local lodge of Moose and other civic and fraternal groups. Through these activities he finds plenty of opportunity to help his community grow and in the process reaps some of the benefits in business directed his way.

The only other outside promotion carried on is through occasional advertisements in the local weekly, "Linden Observer" and a classified ad every day in the "Elizabeth Journal," besides extensive space in the yellow classified section of the telephone directory and in a local classified business directory published by one of the Linden banks. But in Sealander's opinion, the strongest advertising media is "word-of-mouth" and for years he has advertised as his slogan, "Ask Your Neighbor."

Since many leads are developed through such personal recommendations, Sealander endeavors to reward those people who have extended him

## Manufacturers & Distributors

Everything for Roofing and  
Waterproofing

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ALUMINUM PAINT

BITUSTATIC CEMENT

ROOF COATINGS & CEMENTS  
INSULATION

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PITCH—ASPHALT—COAL TAR

COPPER—GALV. IRON

Insist on Genuine Durez Products

**METROPOLITAN**

ROOFING SUPPLIES CO., INC.  
286 East 137th St., New York City



## CLASON SNOW GUARDS

For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

**CLASON SNOW GUARDS**

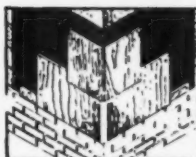
Standard for Fifty Years

**THE M. N. CARTIER  
& Sons Company**

275 Canal Street, Cartier Building  
Providence, R. I.

Write us for Roofers Wholesale Prices

## FOR ALL SIDING



You can save time... simplify fitting at corners and windows and door frames... improve appearance and protection with KOKOMO KORNERS. Individual zinc corner strips. Won't rust, need only one nail. Fit all Asbestos Siding Shingles and Wood Shakes.

Write for Illustrated Folder

**BUGHER MFG. CO.**

Formerly Double Grip Brass Clip Co.

211 SOUTH MAIN STREET, KOKOMO, IND.

such favors, although he realizes that their foresight was advanced more on a personal basis rather than getting anything out of it for themselves. Nevertheless, he has made it a point to show his appreciation by giving them an unostentatious present, like something appropriate for a husband or wife's birthday.

As a result of these efforts, Sealander has built up steady and repeat business largely in private work and residences, but in recent months he has noted a strong trend toward industrial jobs. Most of the larger factories in that area have their own employees and equipment to do flat, built-up roofing jobs, but for others not so provided he submits bids and has been favored with some of their business.

The installation work is left to a crew of 3 to 4 men, who have one truck, and work from a nearby warehouse. During the winter months when things are normally slow, the firm manages to build up a backlog of business and do a few key jobs so as to furnish enough production for the mechanics most of the year.

Mr. Sealander was recently elected vice president of the New Jersey Guild of Nersica and reports much benefits from his association with the leaders in the industry.

## Vapor Barrier

(Continued from Page 13)

in order to give you a hold-down on the deck and to prevent your hot stuff from dripping down through the deck. I don't care whether that is wood or pre-cast gypsum or concrete or light-weight aggregate plank, the principle is the same. Once you have your adhesion, something to hold the roof down and to prevent the hot stuff from dripping through, then you build your two-ply vapor barrier on top. This constitutes, so far as research can show, a completely satisfactory vapor barrier even for high moisture occupancy buildings, such as textile mills and paper mills, where they try to maintain a tremendous amount of moisture in the air, up in the order of 75, 80, or 85 per cent relative humidity.

Those three pictures tell the story of the vapor barrier.

Mr. Rogers conducts his discussion of vapor barriers in next month's issue. Some of the questions asked of him and the answers he gave will also be included in a future issue.



**"Large or small, our jobs go twice as fast with a CLE-WIT Roof Cart"\***

\*Leaves more time for more jobs and greater profits.

Handles minimum of ten rolls of 15# felt per load — or six buckets of "hot stuff", roof insulation, too.

**Write NOW for free descriptive literature.**

**Cleasby-Wittig Co. Inc.** 969 TREAT AVENUE  
SAN FRANCISCO 10, CALIF.

Manufacturers and Distributors Roofing Tools and Equipment

## INCREASE SALES WITH



**Exclusive Territories Open  
For Qualified Dealers**

**ONE JOB SELLS TEN!**  
Write for Money-Making  
details **TODAY!**

**BONDSTONE**  
Reg. U.S. Pat. Off.

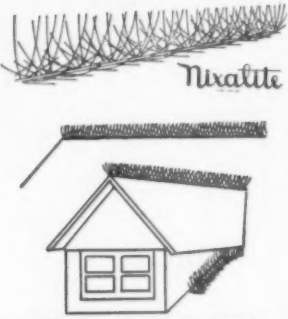
**Emco Cement Products, Inc.**  
Shamokin, Pa.

**Nixalite**  
PRECISION ENGINEERED

**ENDS BIRD SPATTER!**

... can be applied to any angular or curved surface on homes, apartments, office buildings.

**Deal yourself in on this profitable service!**



**ON RIDGES, DORMERS, ROOF GUTTERS**  
Write for Illustrated "KNOW HOW"  
**NIXALITE COMPANY OF AMERICA**  
115-119 W. 3rd St., Davenport, Iowa, U.S.A.

**CONDENSATION**  
**GETS THE AIR**

**WHEN YOU INSTALL**  
**MIDGET**  
**LOUVERS**



For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

**THE**  
**MIDGET LOUVER CO.**  
6-B WALL STREET • NORWALK, CONN.



#### How to Remove Old Shingles

To remove old shingles from a roof use a garden fork with the handle reversed. We start at the bottom of the roof, inserting the tines of the fork under the shingles and prying up. The main advantage of using a fork in this manner is that it does not bend over or damage the nails that are left in the roof like a spade or shovel would do. Consequently, they can be removed easily with a hammer—Andrew M. Zach, Rosholt, S. Dak.

—(Practical Builder)

#### Repair and Care of Coping and Parapet

When water leakage occurs in a building either in the form of staining of the interior decorations, causing efflorescence on the exterior surface or weakening of the face masonry, the coping and parapet will undergo a severe examination.

Clay tile is a material whose properties make it an ideal coping material. Brick with a special bond can be used but considerable care must be taken in laying up these units. Stone, concrete, copper and other materials are adaptable for coping units.

Water that enters through a faulty coping may come out at any point in the wall where there is a leaky or porous condition. Since more care is usually taken on the exterior joints of the

wall, the leaks will be more apt to appear on the interior.

The coping being continually exposed to the weather with its varied temperatures is subject to expansion and contraction. This expansion and contraction will cause the mortar joints between coping units to crack and give a weak point in the construction.

To repair these defective mortar joints, chisel out the old material to a depth of not less than one-half inch. Using a caulking mastic fill up the joint to the finish surface of the coping. If the mortar in the joint has completely disintegrated, clean out the entire joint and pack oakum to a depth within one-half inch of the surface. Caulking mastic is then forced into the remaining space. A caulking gun or tool can be used to good advantage when using the caulking mastic.

If the coping material has proven absorptive, several methods have been developed for use. Here the resulting appearance and the condition of the coping will determine which method to use. When no change in appearance is the prime requisite, an "invisible material" that is brushed on the surface of the coping is available. This treatment, however, does not have an especially long life. A pigmented mastic, which to a good degree restores the original appearance can also be applied. It is compounded for either brush, trowel or spray usage.

—Practical Builder

#### Nailing It Down

(Continued from Page 7)

the hobby shops, the shoulder trade. One outfit in Los Angeles, The Union Wholesale Hardware Co., through its dealers, sold 1,500 small consumer power saws last year for hobby shops. There are 150 packages—small things that can be made out of lumber—that the Easi-Bild Pattern Co. designs. If you could just increase the consumption of lumber in this one market by 500

feet per day in your own yard, it would add 5,000,000,000 feet to the consumption of lumber in our country.

**Market No. 7.** The specialty market. This covers such items as roofing, siding, porches and jalousies, and the remodeling of kitchens and bathrooms. There are 57 packages available that sell for over \$100 apiece.

**Market No. 8.** Prefabricated and pre-cut items such as portable buildings.

**Market No. 9.** Industrial sales. These can be as much as 17 per cent of the business of the creative merchant.

**Market No. 10.** The mechanical equipment of the home.

**Market No. 11.** Impulse and counter merchandise.

**Market No. 12.** Government sales. "We can have larger homes and better homes, and we can have housing for our institutions and for our culture infinitely better than we have dreamed about, if we can do a better selling job," Hood concluded.

## 1953 NERSICA Show

(Continued from Page 11)

to consideration of built-up roofing problems from the actual operating stand-point. The practical aspects of Dr. Lund's contribution will be discussed by some of the leading contractors in the country. A panel of manufacturers experts will answer questions from the floor.

Dr. Lund is the author and co-author of over 50 publications on vapor transmission, condensation, insulation, refrigeration, heating, air conditioning and related subjects. He holds the degree of Master of Science in Mechanical Engineering from the University of Minnesota, and has been associated with the University for the past 14 years. In 1946 he was recipient of Wolverine Award, a national "Outstanding Publication Award" from the American Society of Refrigeration Engineers.

## Sales Forum

The Convention's Sales Forum will be led by O. G. Norton, Chairman of Nersica's Sales Training Committee. Head of his own company at St. Albans, L. I., Mr. Norton has been a trainer of salesmen in industry for 30 years. The Sales Forum will hold its first session Monday afternoon, and its second session Wednesday.

Experts from the ranks of finance, the Federal government and manufacturers will participate in the various Sales Forum features.

## Special Feature

C. N. Nichols, Managing Director

# INCREASE WINTER PROFITS

## ADJUSTABLE PIPE SNOW GUARDS



"PROTECTOR"



For Residential  
Type Buildings

2 PIPES 1/2" I.P.S.  
Installed on old  
roofs without re-  
moving slate, ideal  
for small homes.

"FITRITE"



3-Pipe

3 PIPES 3/4" I.P.S.  
For large slate  
roofs, Spanish Tile,  
corrugated and  
other steep roofs.

## No-Freeze for Roof Drains



- LOW COST •
- FOOL PROOF •
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Sell Them On Every  
Job from Now Till Spring

Write Dept. "R" for catalogues and prices. To protect trade please use your printed stationery.

## See Us At The Conventions

N. Y. State Sheet Metal, Roofing &  
Air Conditioning Contractors  
Jan. 19-21, Hotel Statler, Buffalo, N. Y.  
National Roofing Contractors Assn.  
Jan. 26-28, Bellevue Stafford Hotel, Phila., Pa.  
NERSICA  
Feb. 16-18, Hotel Statler, New York, N. Y.

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## 1953 (8th) Edition of ROOFING SIDING & BUILDING SPECIALTIES MANUAL — OUT SOON

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★ ARTICLES ON SUCH DIVERSE AND IMPORTANT TOPICS AS MANAGEMENT, RECORD KEEPING, NEW TOOLS AND PRODUCTS.

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150 pages crammed full of valuable information on EVERY phase of your business. Every contractor and dealer will want copies to help him make more money.

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YOUR COPY  
NOW!!!

## AMERICAN ROOFER & SIDING CONTRACTOR

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Please send me . . . . . copies of the MANUAL  
the minute it is off the press.

NAME . . . . . TITLE . . . . .

COMPANY . . . . .

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of NERSICA, has stated that a top-notch business forecaster will be the feature speaker at the big luncheon session on Tuesday. The forecaster has not as yet been definitely selected.

## Panel Speakers

On the panel for the Built-Up Roofing Forum are many of the experts who gave their services at previous meetings, plus others. Forum Chairman, and presiding at all sessions, will be Irvin Prickett, permanent Chairman of NERSICA's Built-Up Roofing Committee, and President of Irvin Prickett, Inc., Washington, D. C.

## Sales Forum Panel

Members of the Sales Training Committee working on the program with Mr. Norton are Vincent Crudele of Newark, A. J. McRae of Patchogue, L. L. G. I. Lyons of Lancaster, Pa.; and G. M. Olson of New York.

## Snow Guards Applied On Far Northern Buildings

In the first project of its kind in Western Canada, 330 snow guards, for use on asbestos corrugated roofs, have been applied on a large and important project in Alberta and British Columbia.

The snow guards are being used on pumping station buildings for a twenty-four inch diameter oil pipeline which will extend from Edmonton, Alberta to Vancouver, British Columbia. The project is considered a great engineering feat because the line is being laid over the Canadian Rockies.

The information above was received by letter by Mr. David Levow, roofing equipment supplier, who sold the supplies to the Trans Mountain Oil Pipeline Company.

## 1953 Calendar

As is his custom, David Levow is offering to the trade a supply of 1953 calendars, free while they last.

The calendars have reference tables on the last page especially compiled for roofing and siding contractors, containing information on United States Standard Revised comparison of Wire Gauges; Expansion and contraction; Diameters, circumferences and areas of circles; contents of round tanks; Physical properties of metals; sizes of drills to be used for corresponding U. S. Standard taps; Slopes of roofs; also weights and measures and useful rules of calculation.

## CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

## FOR SALE

FOR SALE ROOFING and Sheet Metal business Piedmont Area, North Carolina. Good equipment and stock of material. Last year volume \$300,000. Apply to Box 358, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y.

WANTED: A MAN to help promote a roof paint business established in 1897. Will share profits, not much capital needed. Write to Box 356, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y.

## HELP WANTED

LARGE PRODUCER OF Asphalt Shingles Roofing and Allied Products requires the services of several producing salesmen for Eastern Southern and Midwestern territories. Splendid opportunity and attractive proposition for the right men. Give full information as to qualifications and experience in first letter. Ford Roofing Products Co., 188 W. Randolph St., Chicago 1, Illinois.

## MISCELLANEOUS

FOR SALE FOR your consideration 4 Chevrolet Van Trucks. Models: one 1946, one 1950, two 1951. One of latter brand new. Each fully equipped with Molloy Woolmaster, hose, ladders, etc. Direct inquiries to: Box 357, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y.

ONE "WILLIAMS" SHINGLE Cutter, in original packing, immediate delivery, ex Canada, including 3 in 1 cutting cylinder and all equipment less motors. Will accept best offer. Write or phone Karl J. Schumer, 120 Wall St., N. Y. 5, WH 3-1600—AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y.

**"ASBESTOS"—The Magazine**  
Keeps you up to date on happenings in the Asbestos Industry.  
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808 Western Saving Fund Bldg.  
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LITERATURE  
SEE PAGE 4**



# Here's your "secret weapon"!



## It's color!

And it's accounting for greater roofing sales than ever before. In new roofing and remodeling, your prospect can be sold faster and easier when you display the wide range of colors available in Certain-teed Thick Butt Shingles. The new Certain-teed line includes pastel green, pastel brown and silver blends, in addition to our other famous colors and blends.

ILLUSTRATED, PASTEL GREEN BLEND

*Get your share of the market that is ready to buy Certain-teed Thick Butt Asphalt Shingles—for their quality and wide color range.*

## **Certain-teed**

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*Quality made Certain . . . Satisfaction Guaranteed*

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ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

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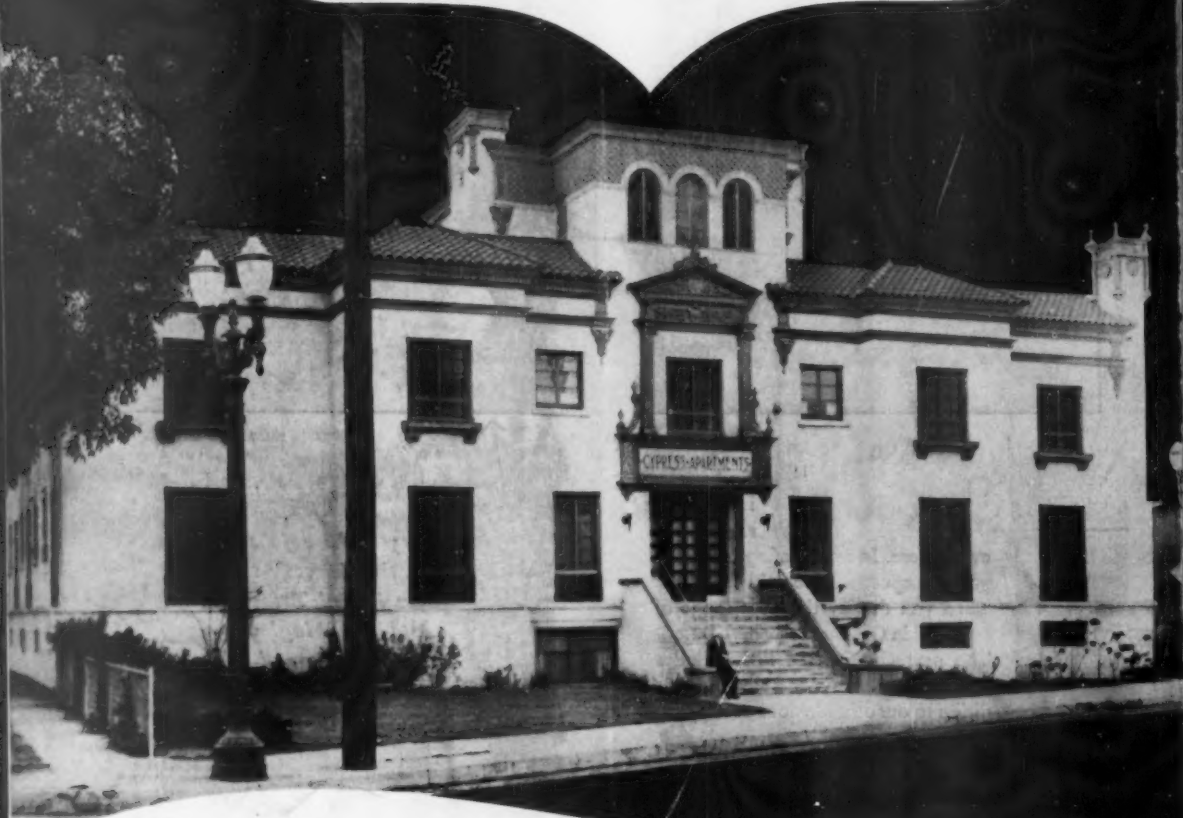
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Not just words, or accelerated laboratory test reports, but actual proof in the field, that Atomastic far outlasts its factory warranty.

Another reason why Old Quaker Atomastic is the leader in the field of pressure-sprayed mastic sidewall coatings . . . it's proven by nation-wide performance to be tops in reliability, quality, reputation and sales appeal.



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Los Angeles 39,  
California



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